



*Martin O'Malley, Governor*

## PRESS RELEASE



***The Maryland Department of Planning***

301 West Preston Street, Suite 1101  
Baltimore, MD 21201  
(410) 767-4500 / 1(877) 767-6272  
[www.mdp.state.md.us](http://www.mdp.state.md.us)

***Richard Eberhart Hall***

*Secretary*

***Matthew J. Power***

*Deputy Secretary*

FOR IMMEDIATE RELEASE  
Tuesday, March 31, 2009

CONTACT: Marco K. Merrick  
(410) 767-4544

### **MARYLAND PREPARES FOR 2010 CENSUS**

*State Agencies Partner to Ensure Complete Count of Marylanders*

In preparation for the 2010 decennial Census, Governor O'Malley has directed the Maryland Department of Planning (MDP) the office of the Secretary of State (SOS) and the Governor's Office of Community Initiatives (GOCI) to collaborate with the U. S. Census Bureau to enable a complete count of Marylanders. To adequately inform all Marylanders of the importance of the 2010 Census, which takes place April 1 next year, this group is planning creative and productive tools to implement the Governor's Census 2010 Outreach campaign, an effort to educate Marylanders and encourage everyone to return census forms when they are issued next year.

"The importance of the Census cannot be overstated. Congressional representation, federal and state funding, and other formulas depend on a clear, accurate count of every individual within our borders," said Governor Martin O'Malley. "An undercount of as little as 1.7% of our state's 5.8 million residents could translate to a loss of as much as \$1 billion dollars in federal revenue over the decade and considerably more in state funds distribution."

The state's goal is to ensure every Marylander in every neighborhood, community, village, town, city and county in Maryland is counted. The Governor has approved the outreach plan for the state and encourages public and private sector partnerships to raise awareness for all regarding the benefits of a complete count.

"Further supporting the Governor's Smart Green and Growing initiatives for Maryland's future, a successful census effort enables state services and programs like job training, education, health care and transit improvements for our families and our communities for years to come," said MDP Secretary Richard E. Hall, AICP. "We are working closely with our partners to reach out to all Marylanders, to help strengthen future growth and development in the state."

The campaign theme, "The Success of the Census - It's In Our Hands, Maryland!" guides the statewide partnership. Local government and communities to motivate volunteers' involvement, urge participation in the census, conduct targeted outreach within Hard to Count (HTC) neighborhoods and communities, and eliminate barriers to completing and returning census forms. State agencies are implementing State Employee and Constituent Public Awareness Programs and an Outreach Program to encourage employees with public contact to act as "Census Guides" to enable a complete count on every level.

To coincide with the one-year and counting down to Census Day, more than 50 State representatives gathered in Annapolis on March 25th with U.S. Census Bureau leaders to launch the Maryland State Government Complete Count Committee, a statewide outreach partnership. In upcoming months, programs, information and services involving schools, faith based organizations, community groups and businesses will expand as we move closer to 2010.

- For more information and updates – See the Census portal on MDP's web page:  
<http://www.mdp.state.md.us/msdc/Census2010.htm>

# # #